

## 2025 RATE CARD



Victorian grain grower Maddie Steel.

PHOTO: BRAD COLLIS

**GroundCover™ is published bi-monthly by the Grains and Research Development Corporation (GRDC) to communicate the latest advances related to crop improvement and grain production technologies.**

GRDC is a global leader in grains industry research, development and extension. Each year it plans, invests in, manages and promotes hundreds of world-class RD&E projects. Its focus is on driving discoveries and innovations that will create enduring profitability for Australian grain growers.

This includes agronomy, on-farm production, soil health and nutrition, weeds, pests and diseases, new varieties, on-farm grain storage, advanced plant breeding, biotechnology, innovation and value chain industries.

GroundCover™ is a national print and online information platform delivering dedicated and focused information covering the three main cropping zones in Australia – Northern, Southern and Western regions. With each edition directly mailed to over 32,250 growers, private advisers/ consultants, state departmental agronomists, agribusiness professionals, researchers and other industry stakeholders nationwide, **GroundCover™** provides the most dedicated and effective platform for advertisers wishing to connect with Australian grain growers.

# REACHING EVERY PART OF THE GRAINS INDUSTRY, IN EVERY STATE



## MECHANICAL SPECIFICATION (MODULE WIDTH X DEPTH MM, TYPE AREA)



**2 MODULE WIDE**  
T22  
129 X 92

T42  
129 X 188

T82  
129 X 380

**4 MODULE WIDE**  
T24  
262 X 92

T44  
262 X 188

T84  
262 X 380

**8 MODULE WIDE /  
DOUBLE PAGE SPREAD**  
T88  
544 X 380



Publication trim size: 282mm WIDTH X 395mm DEPTH

## FOCUS GROUPS SURVEY

- "Love the magazine ... please keep sending two copies." – VICTORIAN GROWER
- "Keep up the good work. Always an excellent publication." – WA RESEARCHER
- "A great informative magazine. We look forward to receiving it." – SA GROWER
- "GroundCover™ makes interesting reading ... whets your appetite." – QUEENSLAND GROWER
- "We look for this paper and consider it the best." – VICTORIAN GROWER
- "Great material in GroundCover™ – really get a lot out of it!" – NSW GROWER
- "Great informative magazine. Don't dare stop my subscription." – SA GROWER

## ADVERTISING RATES

MODULE / SIZE	CASUAL	3 BUY	6 BUY
T22	\$1001	\$952	\$901
T42/T24	\$2,002	\$1,904	\$1,802
T44/T82	\$4,004	\$3,808	\$3,604
T84	\$8,008	\$7,616	\$7,208
T88	\$16,016	\$15,232	\$14,416

All rates include 4 colour CMYK. All rates exclude GST.  
Cancellation after the booking deadline will incur a 50% charge.

## PREFERRED POSITION LOADING

PAGE 3: 33%      PAGE 5: 25%      ERHP: 10%      BACK COVER: 25%  
AGENCY COMMISSION: 10%

Earliest left-hand page full-page ad – from page 12 onwards  
Earliest right-hand page full-page ad – from page 23 onwards

## BOOKING AND MATERIAL DEADLINES

PUBLICATION DATES	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
Jan-Feb 2025	11 November 2024	18 November 2024	10 January 2025
Mar-Apr 2025	13 January 2025	20 January 2025	28 Feb 2025
May-Jun 2025	17 March 2025	24 March 2025	2 May 2025
Jul-Aug 2025	5 May 2025	12 May 2025	27 June 2025
Sep-Oct 2025	7 July 2025	14 July 2025	29 August 2025
Nov-Dec 2025	1 September 2025	8 September 2025	24 October 2025

## MANAGING EDITOR

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